

POSITION STATEMENT

1. POSITION INFORMATION	
CIVIL SERVICE CLASSIFICATION:	WORKING TITLE:
Associate Governmental Program Analyst	Marketing Analyst
NAME OF INCUMBENT:	POSITION NUMBER:
	280-314-5393-900
OFFICE/SECTION/UNIT:	SUPERVISOR'S NAME:
Marketing & Brand Management Office	Kelsey Howard
DIVISION:	SUPERVISOR'S CLASSIFICATION:
Strategic Communications	Staff Services Manager I
BRANCH:	REVISION DATE:
Public Affairs Branch	5/17/2022
Duties Based on: <input checked="" type="checkbox"/> FT <input type="checkbox"/> PT– Fraction _____ <input type="checkbox"/> INT <input type="checkbox"/> Temporary – _____ hours	
2. REQUIREMENTS OF POSITION	
Check all that apply: <div style="display: flex; flex-wrap: wrap;"> <div style="width: 50%;"> <input type="checkbox"/> Conflict of Interest Filing (Form 700) Required <input type="checkbox"/> May be Required to Work in Multiple Locations <input type="checkbox"/> Requires DMV Pull Notice <input checked="" type="checkbox"/> Travel May be Required </div> <div style="width: 50%;"> <input type="checkbox"/> Call Center/Counter Environment <input checked="" type="checkbox"/> Requires Fingerprinting & Background Check <input type="checkbox"/> Bilingual Fluency (<i>specify below in Description</i>) <input type="checkbox"/> Other (<i>specify below in Description</i>) </div> </div>	
Description of Position Requirements: (e.g., qualified Veteran, Class C driver's license, bilingual, frequent travel, graveyard/swing shift, etc.)	
Occasional travel to the downtown office for training, as well as representing the Marketing and Brand Management team for special events, training, and other EDD on-site occasions.	
3. DUTIES AND RESPONSIBILITIES OF POSITION	
Summary Statement: (Briefly describe the position's organizational setting and major functions)	
<p>Under the direction of the Staff Services Manager I, Marketing and Brand Management Manager within the Public Affairs Branch, the Associate Governmental Program Analyst, Marketing Analyst performs at the full journey level and serves as a project leader for program-specific marketing campaigns and outreach efforts. This includes the EDDNext project, a multi-year initiative to create a single cohesive online system for all of the Department's benefit programs. In coordination with the EDD's Language Access Office, the analyst will provide program-specific marketing campaigns and outreach efforts to a diverse community of individuals including those who are not fluent in English, are hard of hearing, visually impaired, or experience other barriers.</p> <p>Project responsibilities include coordinating resources and workload focused on the customer experience and usability throughout the design, development, and implementation phases of the EDDNext project, including ongoing maintenance and operations.</p>	

Additionally, the incumbent shall develop strategic marketing plans to expand external partnerships and promote to a wide range of individuals how the EDD is improving access to programs and services statewide to all Californians.

Duties shall include data analysis, marketing strategy development, planning, researching, writing and copy development, and providing concepts for various marketing and outreach materials for the Department's internal and external customers.

The analyst serves as a liaison to field-office staff and management to ensure that all information and marketing material adhere to the Department's printing and publishing standards. The incumbent shall also lead task forces, committees, and work groups to support these efforts.

Percentage of Duties	Essential Functions
40%	<p>Use established, industry accepted principles of marketing and outreach to collaborate within the Department and independently research and develop various marketing campaigns and associated marketing materials, messaging, and reports for the EDD's internal and external customers, in support of the EDDNext project. Develop and present information clearly and articulately in oral and written form.</p> <p>Serve as project leader for EDDNext to develop marketing campaigns and outreach efforts, including a lead role in coordinating the EDD's language access efforts to non-English speaking communities. Provide marketing and communication strategy and tactics on how the EDD provides assistance services to individuals who are non-English speaking, have limited English proficiency (LEP), have a hearing or visual issue that impacts their communication, or otherwise benefit from additional resources to help them communicate and access EDD programs and services effectively. Review and refine deliverables for accuracy, consistency, completeness, and cultural relevance.</p>
20%	<p>Apply knowledge of marketing, public outreach strategies, branding, and project management techniques to promote the EDDNext project, including the EDD's language access efforts. Establish effective working relationships with all necessary stakeholders to develop project deliverables and expand marketing campaigns. Analyze data, project expectations and team responsibilities accurately to take effective action. Develop additional strategic marketing plans and content to foster and expand external partnerships, build stronger stakeholder relationships, and promote EDD programs and services statewide.</p> <p>Develop EDD marketing and communication policies and standards. Analyze Department marketing and communication needs after meeting with all stakeholders and provide recommendations to the marketing manager for effective courses of action and continuous improvement. Participate in the Voice of the Customer program analysis to collect feedback from California's diverse population in coordination with the Language Access Office and recommend communication to address that feedback.</p>
15%	<p>Provide assistance and guidance to the Department's branch management in the development and implementation of marketing plans for the Department's programs, services, and new initiatives. Develop and present trainings to EDD staff and management statewide on marketing policies and procedures. Assist with the coordination of partner events, meetings, and conferences.</p>
15%	<p>Enforce the Department's writing, branding, and graphic standard, particularly during the review, analysis, and development of forms. Ensure content meets established standards as</p>

	well as accessibility requirements. Act as a final reviewer and approve all communication intended for public consumption before release to the public.	
Percentage of Duties	Marginal Functions	
5%	Perform indepent research and attend trainings as needed to stay current with best practices, strategies, and industry standards related to marketing in order to champion continuous advancement of the EDD's resources and capabilities. Maintain knowledge of <i>Associated Press Stylebook</i> and apply internal style guides. Provide backup for other marketing staff during absences.	
5%	Perform other duties as assigned.	
4. WORK ENVIRONMENT <i>(Choose all that apply)</i>		
Standing: Occasionally - activity occurs < 33%		Sitting: Continuously - activity occurs > 66%
Walking: Occasionally - activity occurs < 33%		Temperature: Temperature Controlled Office Environment
Lighting: Artificial Lighting		Pushing/Pulling: Occasionally - activity occurs < 33%
Lifting: Occasionally - activity occurs < 33%		Bending/Stooping: Occasionally - activity occurs < 33%
Other: <i>Click here to enter text.</i>		
Type of Environment: <input type="checkbox"/> High Rise <input checked="" type="checkbox"/> Cubicle <input type="checkbox"/> Warehouse <input type="checkbox"/> Outdoors <input type="checkbox"/> Other:		
Interaction with Customers: <input type="checkbox"/> Required to work in the lobby <input type="checkbox"/> Required to work at a public counter <input checked="" type="checkbox"/> Required to assist customers on the phone <input checked="" type="checkbox"/> Required to assist customers in person <input type="checkbox"/> Other:		
5. SUPERVISION EXERCISED: (List total per each classification of staff)		
N/A		
6. SIGNATURES		
Employee's Statement: <i>I have reviewed and discussed the duties and responsibilities of this position with my supervisor and have received a copy of the Position Statement.</i>		
Employee's Name:		
Employee's Signature:		Date:
Supervisor's Statement: <i>I have reviewed the duties and responsibilities of this position and have provided a copy of the Position Statement to the employee.</i>		
Supervisor's Name: Kelsey Howard		
Supervisor's Signature:		Date:
7. HRSD USE ONLY		
Personnel Management Group (PMG) Approval		
<input checked="" type="checkbox"/> Duties meet class specification and allocation guidelines.	PMG Analyst Initials	Date Approved

<input type="checkbox"/> Exceptional allocation, STD-625 on file.	NBC	5/20/2022
Reasonable Accommodation Unit use ONLY <i>(completed after appointment, if needed)</i> <i>If a Reasonable Accommodation is necessary, please complete a Request for Reasonable Accommodation (DE 8421) form and submit to Human Resource Services Division (HRSD), Reasonable Accommodation Coordinator.</i> List any Reasonable Accommodations made:		

Supervisor: After signatures are obtained, make 2 copies:

- Send a copy to HRSD (via your Attendance Clerk) to file in the employee's Official Personnel File (OPF)
- Provide a copy to the employee
- File original in the supervisor's drop file